

28 January 1964

MEMORANDUM FOR: Deputy Director for Support

SUBJECT : Agency Relations with News Media


REFERENCE : Memorandum from EO-DD/S, dated 24 Jan 1964, Subject as Above

1. Recent publicity has had no significant direct effect on the Medical Staff function and, therefore, recommendations relating to the purpose of Paragraph 5 of referenced memorandum are not submitted.

2. It may be of interest to note that the current Mid-Career class has expressed interest in the Agency image as fashioned by publicity and as it relates to employee morale. Various discussions have been held on the subject and it would seem that the interest of the class might well reflect the attitude of the Agency in general.

Image awareness is a somewhat recent experience for the Agency, the recognition of its importance being precipitated by a series of events. Some of these experiences have been painful and too recent to be forgotten. Current publicity has served to perpetuate an internal uneasiness that had been subsiding.

3. The importance of the Agency image as it relates to morale remains to be determined. The question has a tendency of becoming academic as current intentions crystalize and stabilize imagery. However, on occasion in the future, our analytical intelligence services will be questioned publicly and also on occasion our operational activities will surface despite the best of controls. It is during such periods that it might be helpful to decide whether there is also an internal Agency image that needs differentiation from the external image and how much and what kind of attention it should receive.

  
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